

Fashion Calendar

1949

File
4/18/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING SUNDAY, APRIL 17, 1949

EASTER SUNDAY ACTIVITIES IN NEW YORK

Sunday April 17 11:00 A.M.	EASTER BUNNY ON FIFTH AVENUE A young actor, dressed as Gimbels' Easter Bunny, and Terry Mayer will present roses and a Bunny Novelty pins from Karu Fifth Avenue to the best-dressed teen-agers in the Easter Parade. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS 	EASTER PARADE FIFTH AVENUE
Sunday April 17 12:00 Noon And 2:30 P.M.	ANNUAL EASTER SUNDAY BREAKFASTS There will be two breakfasts at the Madison this year, at 12:00 Noon and 2:30 P.M. Door prizes will include: Regent Bag; Ronson Cigarette Lighter; Revlon Cosmetics; hats from John Frederics and Eve Tartar; jewelry from Coro and Karu Fifth Avenue; Faberge & Primrose House Perfumes; Strafford Robes; Andrew Geller Shoes. Cost: \$2.50 (reservations completely filled). Publicity: Claire Muller, VO. 5-5000.	HOTEL MADISON 15 EAST 58TH ST.	MAIN DINING ROOM
Sunday April 17 1:00 P.M. Brunch	"HISTORY IN HATS" AT EASTER BRUNCH "Hats of Today--And Yesterday". The first part of the show will present hats of past years. The second portion of the show will feature hats by the following milliners: Anita Andra, Hattie Carnegie, Chanda, Lilly Dache; Emme, Peg Fischer, John Frederics, Walter Florell, Mago Hayes, Jay-Thorppe, Mr. John, Lenesta, Florence Reichman, Reine, Sally Victor. Admission: \$7.50; contact: Miss Biel, PL. 3-8887. Publicity: Frank Law Associates, MU. 3-4000.	FOR BENEFIT OF ROOSEVELT HOSPITAL	LE COQ ROUGE 65 EAST 56TH STREET
Sunday April 17 1:45 P.M.- 2:00 P.M.	RADIO BROADCAST OF EASTER PARADE STATION WOR, 710 ON DIAL The 1949 Easter Fashion Parade will be broadcast by Mutual reporters from London; N.Y.; and Fremont, Nebraska. Publicity: Maria Catherine, Mutual Broadcasting System, PE. 6-9600.		
Sunday April 17 4:30 P.M. Tea	ANNUAL EASTER CONCERT The Paulist Choristers will present a program of Easter chorals, following a half-hour of music by Mischal Borr and his Ensemble. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	WALDORF-ASTORIA HOTEL	PARK AVENUE FOYER
Sunday April 17 8:30 P.M.- 9:30 P.M.	RADIO: "THE TRIUMPHANT HOUR" STATION WOR, 710 ON DIAL Special Easter program will be presented for the third successive year with 16 celebrities of radio, stage and screen. Co-narrators: Ethel Barrymore and Pedro de Cordoba. Publicity: Maria Catherine, PE. 6-9600.		
Sunday April 17 9:00 P.M.- 9:30 P.M.	TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WABD, CHANNEL 5 "A Date for Easter Sunday"-television show with fashions by Bienen-Davis Bags, Ceil Chapman, Dorian Negligees, Gotham Hosiery, Marvella Pearls. Commentator: Adelaide Hawley. Publicity: Marion Mondschein, MU. 7-0272.		

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER SUNDAY ACTIVITIES IN NEW YORK (Continued)

Sunday April 17	EASTER PARADE TO BE TELEVISED The Easter Parade on Fifth Avenue will be televised by three stations, and will include descriptions of Easter outfits, in addition to interviews with fashionably dressed women. All three stations will set up their cameras in the vicinity of St. Patrick's Cathedral, 50th St. and 5th Ave. WPIX will present a one-and-one-half hour program, beginning at 11:30 A.M.; WCBS-TV, from 12:00 Noon to 1:00 P.M.; and WNBT from 12:30 P.M. to 1:30 P.M. Publicity for CBS-TV: Jim Keane, PL. 5-2000, Ext. 328. Publicity for WNBT: Warren Cromwell, CI. 7-8300, Ext. 495. Publicity for WPIX: Frank Young or Clint Bolton, MU. 2-1234, Ext. 591.	WNBT, WCBS-TV, AND WPIX
Monday April 18 2:30 P.M.	SUMMER FASHIONS BY SARA RIPAULT Lord & Taylor will present Sara Ripault's entire Summer collection of cottons, sheers and silks. Miss Ripault's collection will also be shown on Tuesday, April 19, at Lord & Taylor, Westchester; Thursday, April 21, at Lord & Taylor, Manhasset, L.I.; Friday, April 22, at their store in Millburn, N.J. All of these shows will be at 2:30 P.M. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR 3RD FLOOR
Monday April 18 6:00 P.M.	TROUSSEAU AND BRIDAL FASHION PRESENTATION Gimbels will present trousseau and bridal fashions, with clothes modeled by dancers from the Ballet Theatre. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS 3RD FLOOR
Tuesday April 19 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "A Coordinated Story Of The New Fabrics". Speaker: Jeanne Pierre, Chmn., Fabrics Division, who will report on the fabric market. On the screen, there will be sketches made by 30 designers especially for the Fashion Group, and inspired by new fabrics. There will also be a display of new fabrics; and a mimeographed summary of new finishes. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (limited to one for each member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) HOTEL BILTMORE BALLROOM
Tuesday April 19 1:00 P.M. Luncheon	"SUMMER FASHION: HEALTH AND BEAUTY" SHOW Exercises by Nicholas Kounovsky with fashions designed by Dorothy Cox, Toni Owen, Carolyn Schnurer, Joset Walker, to be available at Bonwit Teller and Altman's. Make-up: Helena Rubinstein. Shoes: Capezio. Jewelry: Karu Fifth Avenue. Special guest: Meg Mundy of "Detective Story". Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publicity for Nicholas Kounovsky: Mary Marsh, PL. 9-2675. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	NICHOLAS KOUNOVSKY; DESIGNERS AND STORES RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 19 4:00 P.M.	PREVIEW OF CLIFFORD'S MIDSUMMER COLLECTION Press preview of "Dark-Toned Strutters" for midsummer, designed in early Fall fabrics in tones of black and brown. By invitation only. Trade opening begins Wednesday, April 20. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR 498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 19 4:30 P.M.- 6:00 P.M.	CELEBRATION OF NAT'L DISTRIBUTION OF "TIDE" Proctor & Gamble will celebrate the national distribution of its washing product "Tide". Speaker will be a representative of Proctor & Gamble. For household editors, by invitation only. (Note change of date). Publicity: Nellie-Mae Leonard, Verne Burnett Associates, MU. 7-9030.	PROCTOR & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
Thursday April 21 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON SHOW "Beauty Comes Out Of Its Shell" -- showing of hairstyles designed for Summer living. Ocean Pearl Buttons will be featured on fashions by leading designers. Press by invitation. Public by reservation; contact: Mr. Fred, PL. 9-3000, Ext. 272 or 276. Berthold Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publ.: Mary Alice Rice, CI. 6-1790.	BERTHOLD (22 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday April 21 3:30 P.M.- 6:00 P.M.	NEW STERLING PATTERN & PARIS LACE ORIGINALS The International Silver Company will introduce their new Sterling pattern, "Queen's Lace" at a showing of Paris lace originals and market adaptations. For press and retailers, by invitation only. Publicity: Dora Miller, LO. 3-4285.	INTERNATIONAL SILVER COMPANY	WALDORF-ASTORIA PERROQUET SUITE
Friday April 22 7:30 P.M.	DISCUSSION OF RADIO, TELEVISION, NEWSREELS The seventh in the series of "Shop Talk Clinics", with discussions about making contacts, timing for personal appearances, introducing clients, service or merchandise. Speakers: For Radio, Mary Voss, of A.P. and James McGarry of B.B.D. & O. For Television: Harold Friedman, public relations agency. For Newsreels, Marjorie Harker, publicity represen- tative for "The March of Time". Each lecture: \$1.00 (for members only). Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
April 24	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). (Move clocks ahead one hour)		
Monday April 25 2:30 P.M.	"CABLE CAR" FASHIONS AT CALIFORNIA SHOW Press preview of Kay Saks Fall coat and suit fashions will be presented on board a San Francisco cable car in transit, introducing Kay Saks new "Cable Car" colors. Contact: Katharine Spann of Elliott Daly and Schnitzer, 256 Sutter St., San Francisco.	KAY SAKS	SAN FRANCISCO CALIFORNIA
April 25- April 30	TWELFTH ANNUAL NATIONAL DOUGHNUT WEEK. Publicity: Eileen Kassel, National Doughnut Week Committee, WI. 7-9715.		
Tuesday April 26 1:00 P.M. Luncheon	SHOWING OF YOUNG FASHIONS FOR SUMMER "A Bouquet of Young Summer Fashions" will be presented by the St. Louis Fashion Creators, with clothes selected from the lines of about 100 firms which make up the group. Fashions will include sportswear, daytime, casual and evening creations. Press by invitation. Public by reserva- tion; contact: PL. 3-4600, Ext. 20. Publicity for St. Louis Creators: Joan Gardner, 818 Olive St., St. Louis. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	ST. LOUIS FASHION CREATORS	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 26 1:00 P.M. Luncheon	BENEFIT SHOW: SPRING AND SUMMER FASHIONS Fashion show for benefit of Hebrew Children's Home, with a presentation of Spring and Summer custom-order fashions by Sydell. Tickets: \$7.50; contact: Mrs. A. F. Carman, JE. 7-3171. Sydell contact: PL. 8-0892.	SYDELL	HOTEL ASTOR BELVEDERE ROOM
Tuesday April 26 4:00 P.M.- 6:00 P.M. Tea	POST-EASTER MILLINERY FASHION PRESENTATION The Millinery Stabilization Commission and Millinery Fashion Bureau will present a showing of post-Easter millinery to retail from \$2.00 to \$15.00. Exhibitors will be listed next week. Admission by invitation only. Contact: Mill. Stab. Comm., LO. 4-7800. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL PIERRE GRAND BALLROOM
Thursday April 28 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING "Be Sure It's Sheer" -- the Fashion Group will present a Summer fashion show of about twenty costumes. Commentator: Nancy White, Chmn., Ready- to-Wear Division. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (limited to one per member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday April 28 1:00 P.M. Luncheon	SUMMER SHEERS AT LUNCHEON SHOW Russeks "floats" a collection of romantic sheers into a Summer fashion show. Press by invitation. Public by reservation; contact: Fred, PL. 9-3000, Ext. 272 or 276. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday April 28 4:00 P.M.	TRADE PREVIEW OF FALL MILLINERY Braagaard will present a preview of Fall and early Winter millinery, which will wholesale from \$18.50 to \$25.00. For buyers, by invitation only. Contact: Braagaard, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Friday April 29	NEWSSTAND DATE: ANNUAL "IT'S ALL YOURS" ISSUE For the third year, "Seventeen" will publish an issue completely written and illustrated by teen-age readers, representing 155 boys and girls throughout the country. The art work in the magazine will be on exhibit at the Downtown Gallery, 32 East 51st St. during week of April 25. Contact: Addie Weinerman, Director of Public Relations, PE. 6-1100.	SEVENTEEN	NEWSSTANDS
Saturday April 30 1:30 P.M. Luncheon	BENEFIT FASHION PRESENTATION Spring and Summer fashions by Claire McCardell will be presented at a show for benefit of National Cancer Foundation. Price of tickets: \$5.00. Contact: Mrs. Ratzan, AT. 9-2074. Publicity: Rosamond Hanscom, TE. 8-8000.	CLAIRE MCCARDELL	HOTEL PIERRE BALLROOM
Saturday April 30 2:00 P.M.	"COOL CLOTHES AT CALM PRICES" "Cool Clothes at Calm Prices", a Summer fashion show, will be presented by Ohrbach's under the auspices of the Hunter College "68" Club (girls at least 68 inches tall). Models selected by student body. Commentator: Bess Meyerson, former "Miss America". Admission at door: 25¢. Publicity: Mark Klauser, Ohrbach's, SP. 7-9000.	OHRBACH'S	HUNTER COLLEGE AUD. 695 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 1	MAY DAY (Sunday).		
May 1	NATIONAL BABY WEEK (May 1 - May 7).		
May 1	BE KIND TO ANIMALS WEEK (May 1 - May 7).		
Tuesday May 3 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Sydell will present Summer fashions at a show for the benefit of the Junior League of the Bread Donor Nursery. Tickets: \$6.00. Contact: Mrs. Volk, SC. 4-3290. Sydell Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday May 4 12:00 Noon Luncheon	TWELFTH ANNUAL DESIGN AWARDS LUNCHEON Twelfth Annual Design Awards luncheon by Lord and Taylor, honoring the individual creative ability of four Americans. Each award is \$1,000. Price of tickets: \$5.00. For tickets, contact: Mrs. Beverly Wolfe, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300, Ext. 420.	LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Summer fashions will be presented during luncheon by Arnold Constable. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
May 6	OPENING OF BELMONT PARK RACE TRACK. (Friday).		
Sunday May 8	MOTHER'S DAY Theme: "Everybody's in Love with Mom!"		
Monday May 9 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Summer fashions by the Tailored Woman will be presented during luncheon. This will be the first luncheon fashion show at the St. Regis Roof for the Summer season. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK The nineteenth Annual National Cotton Week is sponsored jointly by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Publicity: Charles K. Everett, Cotton-Textile Institute, Inc., WA. 5-4004.	COTTON-TEXTILE INSTITUTE, INC.	THROUGHOUT THE COUNTRY
Tuesday May 10- May 13	EIGHTEENTH NATIONAL PACKAGING CONFERENCE National Packaging Conference and Exposition with more than 200 manufacturers of machinery, equipment, material, supplies and services displaying their products to show new developments in packaging, production and marketing operations. There is no admission charge for the exposition. Fee for conference: \$4.00 to \$12.00. Contact: American Management Ass'n, 330 West 42nd Street, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY NEW JERSEY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE M. C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. By invitation only. Publ.: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
Wednesday May 11 1:00 P.M. Luncheon	CRUISEWEAR AND DRESSES AT LUNCHEON SHOW Margaret Newman will present a collection of Summer clothes which will be available at The Cotton Shop. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Margaret Newman Publicity: Bettie Hurst, LA. 4-4278. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MARGARET NEWMAN (525 SEVENTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Wednesday May 11 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS Cruisewear and dresses by Margaret Newman will be presented at a luncheon show for benefit of Camp League for Underprivileged Children. Tickets: \$6.50; contact: Mrs. Sol Leibner, DE. 2-8586. Margaret Newman Publicity: Bettie Hurst, LA. 4-4278.	CAMP LEAGUE FOR UNDER- PRIVILEGED CHILDREN	HOTEL PLAZA GRAND BALLROOM
Thursday May 12 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING The Fashion Group will have a Home Furnishings luncheon meeting. More details later. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Saturday May 14 1:30 P.M. Luncheon	SHOW FOR BENEFIT OF CANCER FUND Summer Fashions by Nantucket Naturals will be presented at a luncheon by the Flatbush Chapter of the National Cancer Fund. Tickets: \$6.50; contact: Mrs. Feit, GE. 6-5963. Publicity: Rosemond Hanscom, TE.8-8000.	NANTUCKET NATURALS	RITZ CARLTON HOTEL BALLROOM
May 15	STRAW HAT DAY (Sunday).		
May 15	"I AM AN AMERICAN DAY" -- Citizenship Day (Sunday).		
Monday May 16 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Showing of Summer fashion by Marie-Yates for benefit of Camp Nyda (for diabetic children). Hats from Dorothy Gordon. Tickets: \$10.00. Contact: Mrs. Pommer, EN. 2-2485.	MARIE-YATES	WALDORF-ASTORIA SERT ROOM
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	FIRST NATIONAL CHILDREN'S EXPOSITION "Our Children's World" National Exposition will present modern and successful techniques in care, feeding, training, clothing and play for children, from infants to the age of twelve. There will be exhibits of infants' and children's apparel and products; a continuous program of entertaining and instructive movies, lectures and demonstrations. The Infants', Children's and Teens' Wear Buyers' Association will conduct a consumer preference survey, with demonstrations on "How to Select Proper Infants' and Children's Clothing". Admission: 60¢. Publicity: Horace L. Lyon, PL. 9-8559.	"OUR CHILDREN'S WORLD"	GRAND CENTRAL PALACE LEXINGTON & 46 ST.
May 21	NATIONAL FOOT HEALTH WEEK (May 21 - May 28).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 17 10:00 A.M.	ANNUAL JUVENILE FASHION CLINIC Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. At the morning clinic, from 10:00 A.M. to 12:00 Noon, Mrs. Beryl Tucker, fashion editor of Parents' Magazine, will present clothes of interest to the children's wear buyers and boys' wear buyers. At the afternoon clinic, from 2:30 P.M. to 4:30 P.M., Nancy Pepper, Fashion Editor of "Calling All Girls", Parents' Institute teen magazine will present a preview of Fall teen fashions, selected from the back-to-school issues of "Calling All Girls" Magazine. There will be a luncheon at 12:30 P.M. with the following speakers: Richard G. Bond, Vice-President of John Wanamaker, Phila.; George Engel, Jr., Secretary of Jane Engel, Inc.; James G. Kendrick, President of the Infants' and Children's Wear Buyers Association. Tickets: \$17.50 for entire day; \$12.50 for morning clinic; \$6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday May 17- May 19	ANNUAL TOILET GOODS CONVENTION The presentation of the Charles S. Welch Awards for Packaging, Merchandising and Advertising will highlight the opening day. There will be business meetings and luncheon meetings on all three days for members and non-members. The Scientific Section of the T.G.A. under the chairmanship of Dr. Everett G. McDonough, will conduct symposiums during the course of the convention to discuss current technical developments and problems. General meetings will consider such problems of the industry as the latest development in packaging, merchandising, advertising, publicity and marketing research. Contact: Edward D. Russell, PE. 6-1100; or J. W. Thayer, MU. 6-4300.	TOILET GOODS ASS'N (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
Wednesday May 18 9:30 A.M. Breakfast	PRESS SHOWING OF FALL SUITS Preview for the press of Fall suits, presented by Lilli-Ann of San Francisco during breakfast. Attendance by invitation only. Publicity: Edith Rubin of Botsford, Constantine, and Gardner, BR. 9-4845.	LILLI-ANN OF SAN FRANCISCO	PARK LANE TAPESTRY ROOM
Wednesday May 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS Russeks will present a showing of Summer cottons during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday May 19 2:00 P.M. And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW The Merrimack Manufacturing Company will present their velveteen, corduroy and rayon-wool blends in daytime, sports, evening and hostess fashions for Fall. Clothes from Chee Armstrong, Louella Ballerino, Travis Banton, Brigance, L. Brogan, Hattie Carnegie, Oleg Cassini, Ceil Chapman, Jo Copeland, Ruth Fair, Howard Greer, Edith Head, Merry Hull, Joel, De De Johnson, I. Magnin & Co., Philip Mangone, Monte-Sano & Pruzan, Neiman-Marcus, Toni Owen, Ben Wallace, Joseph Whitehead. Commentator: Maggi McNellis. Attendance by invitation only. Press and Retailers: 2:00 P.M. show (televised). Manufacturers: 5:30 P.M. show. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.	MERRIMACK MFG CO. (1450 BROADWAY)	WALDORF-ASTORIA WEDGWOOD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: \$1.20, evening showing: \$1.80. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 E. 57 St.)	HOTEL ASTOR BALLROOM
Monday May 23 10:30 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW Preview of popular price Fall shoe fashions for press and trade, sponsored by the National Association of Shoe Chain Stores and the New England Shoe Association during Market Week, May 23 - May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd St., MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL STATLER GRAND BALLROOM
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MARGARET NEWMAN Summer clothes by Margaret Newman will be shown at a luncheon show for benefit of the Denver Home for Asthmatic Children. Contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity and Commentator: Bettie Hurst, LA. 4-4278.	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT. PK. W. AT 65TH
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
Wednesday May 25 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW The Tailored Woman will present Summer fashions at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
May 30	MEMORIAL DAY (Monday) Legal Holiday.		
Wednesday June 1 9:30 A.M. and 2:30 P.M.	THIRTEENTH ANNUAL COLLEGE CLINIC Mademoiselle presents its 13th Annual College Clinic, a preview of fashions from the August College issue. By invitation only for Mlle's official tie-in stores, which have already been notified. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoisELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, "Glamour", LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Wednesday June 8 4:15 P.M. Cocktails	FASHION SHOW: PREVIEW OF SEPTEMBER ISSUE Preview of Charm's September issue at a cocktail show. For Charm tie-in stores, by invitation only. Publ.: Eloise Rey, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	NINTH ANNUAL NATIONAL SEWING CONTEST The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Monday June 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Thursday June 16 8:30 P.M.	SECOND ANNUAL DESIGNERS' FASHION SHOW For the second time, members of the Society (formerly Guild) of New York Dress Designers, Inc. will present a comprehensive showing of Fall fashions based on a single theme. Included will be the work of designers from sportswear, daytime, evening and wedding houses which produce all sizes and represent all price ranges, including the highest price lines. Theme and title of show will be announced later. Tickets: \$10:00; contact: Mrs. Hazel L. Rice, WI. 7-5681. Press by invitation only. Publicity and staging: Charlotte Parker, MU. 8-4410.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL ASTOR GRAND BALLROOM
June 19	FATHER'S DAY (Sunday).		
June 20	NATIONAL SWIM FOR HEALTH WEEK (June 20 - June 25).		
Tuesday June 21 2:30 P.M.	SHOWING OF "COMPLAINT-FREE-CLOTHES" A fashion show featuring "Complaint-Free-Clothes" will be sponsored by the NRDGA in conjunction with its Merchandising Division Convention, June 20 - June 21. The show will be produced in cooperation with the fashion editorial staff of "Good Housekeeping" magazine and the textile division of Good Housekeeping Institute, and will be based on fashion correctness, servicability, fabric performance and promotion possibilities. Attendance by invitation only. Publ.: Dane Hahn, CH. 4-8780.	NATIONAL RETAIL DRY GOOD ASSOCIATION	HOTEL STATLER GRAND BALLROOM
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 29 5:30 P.M. Cocktails 6:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW The House of Heller will present its Semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Cocktails at 5:30 P.M. Showing promptly at 6:00 P.M. Attendance by invitation only. Commentator: Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM

MUSIC...MOVIES...THEATRES...RADIO...TELEVISION

- Friday TELEVISION: "VANITY FAIR" VIDEO SERIES CBS-TV, CHANNEL 2
 April 15 "Easter Bonnets" will be presented by Sally Victor on the Dorothy Doan
 1:30 P.M.- program, with models showing creations from the new Sally Victor collec-
 2:00 P.M. tion. Publicity: Helen Brattrud, PL. 5-2000.
- Sunday BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 April 17- SUNDAY, APRIL 17: SWAN LAKE, FANCY FREE, FALL RIVER LEGEND, THEME.
 May 8 TUESDAY, APRIL 19: FILLE MAL GARDEE, JARDIN, DON QUIXOTE, INTERPLAY.
 WEDNESDAY, APRIL 20: SYLPHIDES, BILLY THE KID, BLACK SWAN, PATINEURS.
 THURSDAY, APRIL 21: SWAN LAKE, ROMEO AND JULIET, PRINCESS AURORA.
 FRIDAY, APRIL 22: PRINCESS AURORA, GISELLE, INTERPLAY.
 SATURDAY, APRIL 23: (Mat.) SYLPHIDES, PETER AND THE WOLF, PRINCESS AURORA.
 SATURDAY, APRIL 23: (Eve.) THEME & VARIATIONS, FALL RIVER LEGEND, HELEN.
 Publicity: William Fields, CI. 5-7930.
- Monday OPENING: "MAGNOLIA ALLEY" MANSFIELD THEATRE, 47TH ST. W. OF B'WAY
 April 18 Lester Cutler will present Jessie Royce Landis in the George Batson comedy
 about a boarding house keeper and her many friends. With Jackie Cooper,
 Bibi Osterwald, Anne Jackson, Julie Harris and Frances Bavier. Director:
 Carl Shain. Settings: Edward Gilbert. Costumes: Guy Kent. Publicity:
 Keefe-Tebet, CI. 6-7492.
- Wednesday PREMIERE: "THE UNDERCOVER MAN" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
 April 20 Columbia Pictures production based on the inside story of a U. S. criminal
 investigation. Starring Glenn Ford and Nina Foch with James Whitmore and
 Barry Kelley. Producer: Robert Rossen. Director: Joseph H. Lewis.
 Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Wednesday NEW YORK CITY OPERA NEW YORK CITY CENTER, 131 WEST 55TH ST.
 April 20 WEDNESDAY, APRIL 20: TALES OF HOFFMAN, (Offenbach). Conductor: Morel.
 THURSDAY, APRIL 21: MADAMA BUTTERFLY, (Puccini). Conductor: Martin.
 FRIDAY, APRIL 22: TOSCA, (Puccini). Conductor: Martin.
 SATURDAY, APRIL 23: DON GIOVANNI, (Mozart). Conductor: Halasz.
 SUNDAY, APRIL 24: (Mat.) CAVALIERIA & PAGLIACCI. Conductor: Rosenstock.
 SUNDAY, APRIL 24: (Eve.) LA TRAVIATA, (Verdi). Conductor: Shaynen.
 Publicity: Margaret Hartigan, JU. 6-2828.
- Thursday RADIO: "THIS IS PARIS" STATION WOR, 710 ON DIAL
 April 21 Guest designer will be Pierre Balmain on this weekly program which is
 10:00 P.M.- broadcast in Paris, and recorded and flown to the U. S. Publicity:
 10:30 P.M. Maria Catherine, Mutual Broadcasting System, PE. 6-9600.
- Wednesday PREMIERE: "WE WERE STRANGERS" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
 April 27 Columbia Pictures presents Jennifer Jones, John Garfield, and Pedro
 Armendariz in the story of Cuban patriots engaged in the fight to free
 their country. Producer: S.P. Eagle. Director: John Huston. Costumes:
 Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Wednesday PREMIERE: "THE BARKELEYS OF BROADWAY" (Movie) LOEW'S STATE, B'WAY & 45TH ST.
 April 27 MGM will star Fred Astaire and Ginger Rogers in the technicolor story of
 a famous dancing couple. With Oscar Levant and Billie Burke. Ginger
 Rogers' costumes: Irene. Producer: Arthur Freed. Director: Charles
 Walters. Publicity: Herbert Crooker, LU. 2-2000.